

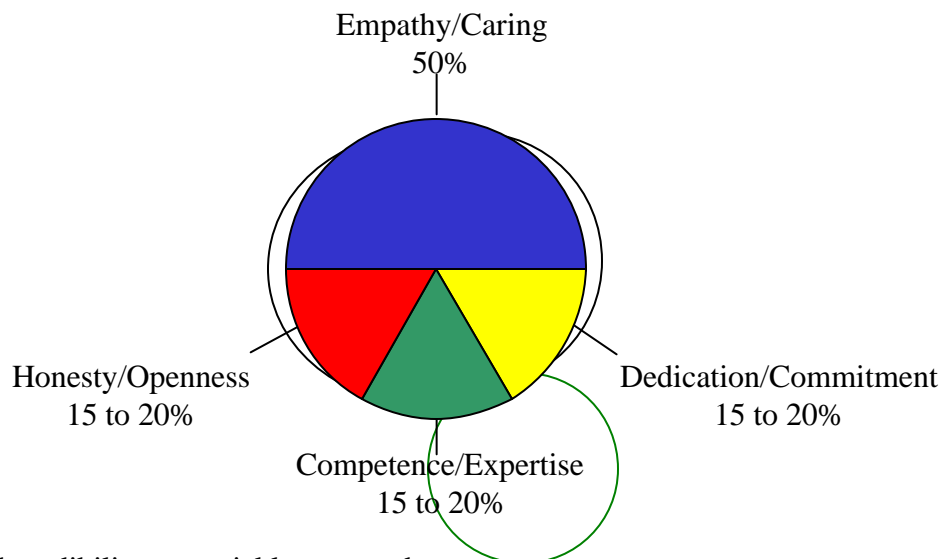
ESTABLISH TRUST AND CREDIBILITY



***TRUST AND CREDIBILITY
ENSURE THAT YOUR
MESSAGE IS HEARD***

TOOLS IN BUILDING TRUST/CREDIBILITY

IN LOW TRUST AND/OR HIGH CONCERN SITUATIONS




- Initial trust and credibility are quickly assessed.
- Long-term trust and credibility result from long-term performance, behavior, and actions.
- Trust and credibility factors in low trust and/or high concern situations include empathy/caring, competence/expertise, honesty/openness, and dedication/commitment.
- In answering tough questions, express your personal concern and/or commitment to a solution.

WHO THE PUBLIC PERCEIVES IS CREDIBLE



Most Credible

- 
- Local Citizens and/or citizen advisory panels perceived as neutral, respected, and well-informed about the issue
 - Non-management employees
 - Health/safety professionals
 - Professors/educators (especially from respected local institutions)
 - Media
 - Environmental groups
 - Industry
 - Federal government
 - Environmental “for profit” consultants

Least Credible

COMMUNICATION IS A SKILL



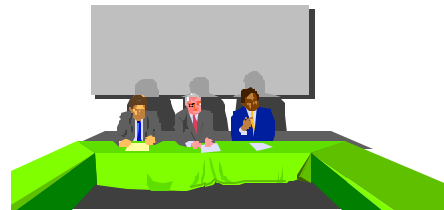
Develop communication skill for public dialogue through knowledge, training, preparation, and practice.

- Develop a relevant message by listening to your audience.
- Communicate your honesty and openness, empathy, competence and expertise, and dedication and commitment.
- State a positive conclusion which avoids communication pitfalls such as use of jargon, attacks, humor, comparisons, and negatives.
- Use a forum that encourages public dialogue.



POSTERS & EXHIBITS

VS.



PUBLIC MEETINGS

- Increase participation
- Allows for face-to-face communication
- Discourages unproductive/negative group dynamics
- Helps expression of diverse viewpoints
- Structured to meet individual needs

- Limits participation
- Forces presenter to be public speaker
- Encourages unproductive/negative group dynamics
- Fails to meet individual needs

PERCEPTION EQUALS REALITY

LEARN AS MUCH AS POSSIBLE ABOUT STAKEHOLDERS AND THEIR CONCERNS

- What is perceived as real is real in its consequences.
- Effective communication is based on knowledge/ understanding of perceptions.
- Perceptions form quickly; beliefs more slowly.
- Identifying stakeholders and community concerns requires systematic information gathering.
- Information gathering techniques include modifications for under-represented groups.



INFORMATION GATHERING METHODS



Surveying the Community

- Personal interview
- Telephone survey
- Mail/written survey
- Content analysis

PUBLIC PERCEPTION OF RISK

Less Risky

Benefits understood
No alternatives
Risk shared
Voluntary
Individual control
Familiar
Low dread
Affects everybody
Naturally occurring
Little media attention
Understood
High trust

More Risky

Benefits unclear
Alternatives available
Risk affects few
Involuntary
Uncontrollable
Unfamiliar
High dread
Affects children
Human origin
High media attention
Not understood
Low trust